

CITY OF HAYWARD LIBRARY COMMISSION
Hayward Public Library
Administrative Office
835 C Street, Hayward

A G E N D A

Monday
March 15, 2004 - 7 PM
Library Commission Meeting

1. *Call to Order*
2. *Pledge of Allegiance*
3. *Roll Call*
4. *Minutes of Meeting of February 23, 2004*
5. *Public Comment*

The Library Commission welcomes public input. The first part of Library Commission Meetings is devoted to hearing comments from the public regarding general Commission business. Public Comment on specific agenda items may also be offered during the public input period. However, because of the Brown Act, the Commission cannot discuss or vote on any item raised by the public or any of its own members unless the item appears on the posted agenda. (Individual comments are set at a 3-minute time limit; comments on behalf of a group are set at a 5-minute time limit.)
6. *Friends of the Hayward Public Library Report*

This time is provided for the Library Commission Liaison of the Board of the Friends to report on the activities of that group.
7. *New Business*
 - a. **Adult Services.** Bennett Jacobstein, Adult Services Manager, will make a presentation on the Adult Services Program of the Hayward Public Library.
 - b. **Fish Customer Service Training.** The Commission will view a training video that will be used to train Library employees in customer service techniques.
 - c. **Literacy Plus Office Tour.** The Commission will tour the newly expanded Literacy Offices.

8. *Library Director's Report*

Report on the status of library activities and statistics including the areas of Administrative Services, Adult Services, Youth Services, Library Operations and the Literacy Program.

9. *Library Commission Report*

This time is provided for Commissioners to share information on Library activities in which they have been engaged or in which they will participate.

10. *City Council Liaison Report*

This time is provided for the City Council Liaison to share information on City matters that are of pertinence to the Library Commission.

11. *Agenda Building*

This time is provided for Commissioners to request items to be listed specifically on the Library Commission Agenda for coming months.

12. *Meeting Evaluation*

This time is provided for Commission feedback regarding the meeting - noting procedures that were productive, identifying methods that could be adopted to improve effectiveness.

13. *Adjournment*



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Marilyn Baker-Madsen at 510/881-7954 or by calling the TDD line for those with speech and hearing disabilities at 510/293-1590.

CITY OF HAYWARD
Minutes of the Library Commission Meeting
February 23, 2004

Administrative Office
Hayward Public Library
835 C Street, Hayward

1. Call to Order

The meeting of the Hayward Library Commission was called to order by Chair Glines at 7:03 PM.

2. Pledge of Allegiance

Commissioners recited the Pledge of Allegiance.

3. Attendance	Present	Present	Absent to Date
	This Meeting	To Date	This F/Y
Linda Bennett	X	6	0
William Burnside	X	6	0
Jessica Fields	X	5	1
Elsa Glines	X	6	0
Bill Quirk	X	6	0
Elizabeth Schluntz	X	5	1
Helen Wu	X	6	0

Staff: Marilyn Baker-Madsen, Library Director
Linda Atwater, Administrative Secretary
Mary Dlugosz, Youth Services Librarian

At this time, the Library Commission moved to the item of New Business.

4. New Business.

a. Youth Services Presentation. Mary Dlugosz, Youth Services Librarian, provided a presentation on the Youth Services Program. The Youth Services Division is comprised of the Youth Services Manager, Sherry Kumler, one full-time Librarian, Richard Osorio, two part-time Librarians, Mary Dlugosz and Rob Spitzel, and Lead Library Assistant Jill Maughan. (Youth Services vacancies include two part-time Librarian positions, and one full time Young Adult Librarian position.) Ms. Dlugosz shared with the Commission that the Youth Services staff has "the extra special opportunity to reach out and touch the lives of children, to foster in them a love of literature, and hopefully make them life-long learners who want to come back to the library." (A copy of the presentation is included as an attachment to the minutes.)

b. Community Partners. The Library Director discussed the partnerships that the Library has formed with various community agencies, including the Hayward Unified School District (HUSD), Boys and Girls Club, Hayward Coalition for Youth, the American Cancer Society, La Alianza, NAACP, and Chamber of Commerce.

The Library supports the Hayward Unified School District's After School Program, provides Teacher Loan Boxes of materials on requested topics and subjects, offers School/Class Visits, participates in the HUSD's Strategic Planning Process, and is exploring a Linking Project of the Library to the schools.

When the Boys and Girls Club opened their new facility, they asked the Library for the donation of materials, such as dictionaries and encyclopedias, for their library and homework center. Our staff helped to establish a library at their site with gift and discard books and shelving that was used in the interim Weekes Branch Library. The Boys and Girls Club has a computer lab, and staff developed a web link to the Library on their home page.

For years, the Library has worked with the American Cancer Society. They gifted the Library with a collection of books on cancer concerns that are made available to the public. The Library participates in the American Cancer Society's Daffodil Days cancer awareness and fundraising campaign.

The Library participates with the Hayward Coalition for Youth (HCY). This is a multi-agency group that focuses on providing services and opportunities to teens in the community, and sponsors a job fair in the spring.

The Library has long been aligned with La Alianza de Hayward, the organization that promoted renaming the Hayward Public Library in honor of César Chávez. The Library was rededicated in honor of César Chávez, and La Alianza helped with the establishment of a César Chávez collection. Each year, the Library participates with La Alianza on the César Chávez celebration and the Cinco de Mayo celebration.

The Library works with the NAACP on the Martin Luther King, Jr. Celebration and in observance of Black History Month.

The Library works with the Chamber of Commerce in mostly a subscription format. The Library participates in the yearly Business Expo, and Downtown Street Parties.

Celebrating Cultures in Harmony is the Library's biggest program and community partnership activity. The Library works with various churches, NAACP, BWOPA, HUSD, HARD, Eden Youth Center, La Familia and Sister City organizations on this program.

The Library also partners with family homeless shelters in providing service to children and their families, with ECHO Housing to distribute information about their services, and the Consumer Credit Counseling Service in workshops on finances and budgeting.

5. Minutes of the Meeting of January 26, 2004

Board Action: It was moved and seconded (Wu/Quirk) to approve the minutes of the meeting of January 26, 2004. Motion unanimously carried.

6. Public Comment. No public comment offered.

7. **Friends of the Library Report.** The Friends of the Library Report was provided by Commissioner Bill Quirk, President of the Friends of the Hayward Public Library. The Friends held a potluck on Valentine's Day to honor various volunteers, with special recognition made of Aileen Allen, Lyle Spiczak, and Bob and Anne Ford. Entertainment was provided by the American Association of University Women (AAUW) on "Women in History." The next "Bigger Than Usual Booksale" is scheduled for June 3, 4 and 5. The Friends have begun an advocacy campaign for the Library. A handout was developed for distribution to the public that includes a tear off section for suggestions. Copies of the flyer were provided to the Commission.
8. **Library Director's Report.** The Library Director referred Commissioners to the activity and statistical reports for current library news. A major focus this past month has been on the rearrangement of space in the mezzanine area that houses the Literacy project and staff. The Library Commission will tour this expanded space next month. A new procedure was adopted this month. Date due cards are no longer stamped for insertion into book pockets. It was noted that a number of staff members have suffered from repetitive motion injuries. Receipt printers have been purchased and customers are provided with a receipt that lists the date, materials borrowed, and date due. Black History Month is being celebrated this month. The Library received a gift from Johnny Ooi, in honor of his sixth birthday. Johnny donated the contents of his piggy bank (\$313) to be used to purchase books for the Youth Services Department. A picture was in the *Daily Review* showing his presentation to the Library. The Library will be closed for an all Staff Training Day on Monday, May 24, 2004. The training session will feature the FISH video, which tells how the Pikes Place Fish Market team became "World Famous" by providing "World Class" service. It will also include training on personal safety, and training on serving customers with mental retardation and cognitive disabilities. The Library Commission expressed interest in viewing the 20 minute film that will be used in the FISH training and this will be added to the agenda for the next meeting.
9. **BALIS/System Advisory Board (SAB) Report.** The Library Director provided the BALIS/System Advisory (SAB) Report. The SAB met last week and furthered their calendar scheduling for the year. A breakfast meeting is scheduled at the BALIS headquarters in April with the two other system advisory boards in the Bay Area, the Peninsula Library System and Silicon Valley Library System. The SAB Library Advocacy workshop was held last weekend at the San Francisco Public Library. The SAB will schedule a meeting with the BALIS Advisory Council that will feature a guest speaker. Other activities included discussing the upcoming CALTAC Workshop; reviewing the SAB Plan of Service; and forming a nominating committee for the upcoming election of officers.
10. **Library Commission Report.** Library Commissioners Bennett, Glines, and Wu and SAB representative Ilene Rockman are registered to attend the CALTAC workshop on Saturday, March 13th at the San Jose Library. Following the workshop and lunch, participants have the opportunity to tour the facility.

11. **City Council Liaison Report.** The City Council Liaison was not able to attend the meeting due to a conflicting meeting. (It was noted that the Library Commission meeting had been deferred to the 4th Monday of the month due to the holiday on their regular meeting date.)
12. **Agenda Building.** Items for the March Library Commission Agenda were discussed. The Library Commission will view the FISH training video next month. The Livermore Public Library is not ready to open yet, so a visit to that facility will be deferred. The Library Director will provide a budget update, the Commission will tour the expanded Literacy offices and tutoring space, and the Adult Services Manager will provide a presentation on Adult Services.
13. **Meeting Evaluation.** Commissioner Fields commented on how interesting and informative she found the presentation offered by Youth Services Librarian Mary Dlugosz. Commissioner Burnside commented that Mary did a very good job, adding that he has had the good fortune to have known Mary for many years. Commissioner Bennett observed that it was easy to see that Mary would work with children very well. The Library Director responded that Mary has been with the Hayward Public Library for seventeen years and has lent her talents to a myriad of projects. Commissioner Wu commented that the presentation underscored how valuable it is to provide library services to the youth in the community. Commissioner Schluntz shared that she enjoyed the beat of the meeting and felt that she was getting the rhythm and not feeling so new. The Chair was thanked by the Library Director for the way she includes everyone in the meeting and keeps it on track.
14. **Adjournment.** The meeting was adjourned at 8:30 PM.

Attachment to the Library Commission Minutes Youth Services Presentation provided by Librarian Mary Dlugosz

Children were not part of the original nineteenth-century vision of public libraries. The whole concept of servicing the needs of children evolved in the early part of the twentieth century. Fortunately, service to children and young adults is an integral part of public library service today, especially at the Hayward Public Library.

What makes the Youth Services Department different from the other departments of the library is not that the staff is more passionate in providing quality service to the community, but that the Youth Services staff has the unique and challenging opportunity of connecting children with books and materials that will hopefully make them lifelong learners and library users. This opportunity is embraced and taken very seriously.

Now, putting these ideals into practice can be a challenge. Service is provided in multiple venues, in person, by telephone, computer or through on-site visits and juggling them all can be tricky at times. Commissioners are invited to visit either library on a typical Wednesday afternoon. HUSD schools get out early this day and the libraries are literally hopping with feet tapping to the hip-hop music students are listening to on computer headphones to the enthusiastic group preparing a science project at one of the tables, to the little one who needs to use the bathroom right away. (The restrooms are kept locked at the Main Library for safety reasons.) This is going on while phones are ringing, patrons are lining up with questions at the reference desk and calling out from the computer stations. The questions are varied from "please give me a picture showing the evolution of a frog" to career information on painters who paint strips on airport runways, to "log me on to cartoonnetwork.com" to the child who wants to know how many teeth a platypus has (it doesn't have any.)

It can literally be wild with every chair filled and lines at the reference desk. When working at the Weekes Branch Library, Youth Services staff also helps adult customers at the same time. In these days of short staffing and more desk time, many tasks, such as ordering materials and arranging displays are performed while serving on the reference desk. Multi-taking with frequent interruptions is the reality in these tough economic times.

The Gates computers are a big draw for students. The computers have brought a wealth of information and recreation to our fingertips, but they have also brought a new set of challenges that require a significant portion of staff time. Scheduling can be a bane especially when an overly enthusiastic child asks every five minutes if it is his turn yet. While gathering her thoughts on this segment of the presentation, two people came to the information desk to ask for assistance on how to print a document. Language barriers can be a challenge to overcome especially when explaining something like printing, how to signup or use the word processor.

Electronic resources are in great demand. Staff often encounters the statement "my teacher wants me to find information on "X" but it has to come from the computer." Children and parents also have a higher expectation of what information the library can provide given the technology and the internet. What staff must ensure is that the information being provided is authoritative and accurate. Children do not understand that

everything in print is not necessarily true and accurate. It is the job of the librarian to help them ascertain the veracity of an item in addition to finding it.

The Youth Services Department serves a wide range of ages from birth through early adolescent to young adulthood. While storytime is the most visible and traditional service, staff strive to reach all ages. Despite the resignation of Young Adult Librarian Brian Boies, the Teens in Action group still meet and have some wonderful ideas to implement. One of the things that Mary was the most proud of in her tenure at the library was co-founding the Student Friends of the Hayward Public Library. This group is composed of primarily early adolescents. Their assistance with the playing of the Summer Reading Game is a significant factor in the game's success.

Efforts at outreach into the wider community are cramped by budgetary concerns and short staffing, but every effort is still made to go out into the community asked. By in large, staff receives very positive feedback from the community for their efforts.

Last week, a six year old boy named Johnny donated the contents of his piggy bank to the library, to buy more books for the children's collection. This was in honor of his 6th birthday and his gift to the library was \$313. The job is rewarding in and of itself, but such outward appreciation is touching.

In collection development, staff strives to provide the highest quality materials as well as the popular things. Promoting these items is particularly challenging in today's high tech society where children are focused on computers. While keeping up in the latest in technology, staff has to market the traditional services and resources of the library as well. Certain things sell themselves. Audiovisual requests for children's materials are high. This is great, but staff also wants to share their love of literature and strive to do so through special programming activities. One in the tentative planning stages for spring is "The Wind in the Willows." Performers are expensive, and the Library's performance budget does not meet the need. Staff does not have the luxury of time to put on their own performances as they did in the past. This is not to say that staff does not use their creativity to provide activities. In working with children and young adults, staff reaches out to diverse communities and cultures to share a love of books often by using any dramatic or artistic skills they have. Jill Maughan uses her artistic skills with crafts on Thursday mornings in her storytime. What the children make is amazing. The Legacy Room is crowded with children from many backgrounds who come together to enjoy stories and to make a craft. Mary's Lapsit storytime is filled with young mothers of diverse ethnicities and economic backgrounds who have come together to expose their little ones to stories and songs. This Storytime is often the first opportunity many of the children have to socialize in a structured setting.

To continue to do our best, we need the best resources possible. We are greatly understaffed with a very limited budget; therefore, the efforts of the Commission in advocating on behalf of the entire library are very much appreciated.